

# Las Vegas Chamber of Commerce Business Voice

A Member Publication

June 2009 | Volume 29 Number 6

## Routing Slip

Please share *The Business Voice* with others

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[www.lvchamber.com](http://www.lvchamber.com)

## Explore the possibilities at Business Expo 2009

**T**here's still time to be part of one of the biggest, most popular networking events of the year – the Las Vegas Chamber of Commerce Business Expo 2009!



City of Las Vegas Mayor Oscar Goodman and KTNV Channel 13's

Nina Radetich will host the kick-off of the 20th Annual Business Expo Wednesday, June 24, at the Las Vegas Convention Center. More than 2,000 business professionals are expected to visit 200 exhibit booths and enjoy food and beverage samples from more than 20 local vendors. This is the venue for making new contacts, expanding your network and exploring the wealth of opportunities available for business-to-business commerce. Exhibit space is still available!

Business Expo 2009 will be held at its new location, the Las Vegas Convention Center South Hall I (One) 3150 Paradise Road, Las Vegas, NV 89109. To learn more about how you can be involved with Business Expo 2009, call 702. 641.5822 or visit the Expo web site at [www.lvchamber.com/programs/expo](http://www.lvchamber.com/programs/expo). Expo will be held from Noon - 6:00 p.m. June 24 with load-in on June 23.

Business Expo 2009 will be held in partnership

with GES. There is free parking for Business Expo attendees on Lots 2 & 3.

Help your business stand out and demonstrate your company's commitment to environmental responsibility by exhibiting at Expo with a green booth. Provide your business with the competitive



advantage of increased visibility and enhanced exposure with special green drapery and exclusive eligibility for the Best Green Booth award.

**Wireless Internet Access:** Smart City will provide wireless internet access as an added benefit to exhibitors this year, at no additional cost.

### Expo pricing:

\$525 - 10 x 10 standard regular price

\$700 - 10 x 10 premium

\$425 - 10 x 10 non-profit

Double booth sizes available at additional cost

### "Get in the Bag" sponsorship opportunity!

New this year is a low-cost marketing opportunity open exclusively to registered Expo exhibitors. For only \$250, you can insert one item or marketing material into each bag that gets handed out to attendees. Call 702.641.5822 for more information!

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One day will make a difference.



**1DAY**  
*a month*

**One day a month.** If every commuter—one day this month—took alternate transportation, we could remove nearly 200 tons of pollution from our air. We could take almost a million car trips off our roads. We could breathe easier, and get there faster. And then one day, we could see miraculous changes in our valley.



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total fun.



Talk to your employer  
about commuter benefits.



Carpool, walk or  
ride your bike.

# There's still time - we've held a reservation for you!

By John Molchon, Business Manager of Faith Community Lutheran Church and Schools and 2009 Business Expo chairman

As a Chamber member, you don't want to miss the opportunity to be an exhibitor at the 20th Annual Las Vegas Chamber of Commerce Business Expo 2009. As this year's Expo chairman, I am calling on all Chamber members to seriously consider the many advantages that come with purchasing an exhibitor booth at this highly publicized and well-attended event.

From my insider's perspective, there is no better opportunity to market your business and network with prospective customers. As a business owner in today's troublesome economic environment, you simply can't afford to have your customers in front of your competitors. You must consider having a booth at Business Expo on Wednesday, June 24, from the hours of Noon – 6:00 p.m. Here are some of the incredible advantages of being part of Business Expo:

- All promotion and marketing supplied by the Chamber – attendance is expected to exceed 2,000

business professionals

- New location with convenient show parking
- Exciting grand opening ceremony to include Mayor Oscar Goodman and KTNV Channel 13 news anchor Nina Radetich
- Food and beverage samples from more than 20 local vendors
- Free Wi-Fi access sponsored by Smart City for all exhibitors

The theme of this year's Business Expo is "Explore the Possibilities." We chose this theme because we feel it conveys the message that despite the challenges of today's slow economy, new opportunities exist for forward-thinking business owners. By coming together with fellow Chamber members who are collectively looking for the very best business-to-business building

*continued on page 15*



**John Molchon**  
2009 Business Expo chairman

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### Editorial Policy:

The Las Vegas Chamber of Commerce welcomes input, ideas and suggestions from our members. As with any periodical, we must adhere to strict deadlines and we reserve the right to edit all materials submitted for publication. Commentaries that are marked as such do not necessarily reflect the opinion or position of the Chamber, its trustees or employees. The Chamber cannot guarantee the validity or accuracy of the contents of paid advertisements. Questions or concerns about content of *The Business Voice* can be addressed to Vice President of Marketing, Las Vegas Chamber of Commerce, 6671 Las Vegas Blvd. South, Suite 300, Las Vegas, NV 89119.

### Helpful Hints:

- Limit the number of releases you send to the single most important happening in your organization.
- No advertisements will be printed in the Member News section.
- No phone numbers will be listed in the Member News section, with the exception of non-profit organizations.
- Outdated material will not be published.
- Membership dues must be current for submissions to be printed.
- The Chamber reserves the right to make the final edit on all submissions.

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## Chamber taking publications in-house

Good news for Chamber members: Advertising opportunities for the *Las Vegas Chamber of Commerce Buyer's Guide and Membership Directory* and the *Las Vegas Chamber of Commerce Relocation Guide* are now directly through the Chamber. By bringing the advertising in house, the Chamber can better serve members by giving them a comprehensive marketing strategy across all Chamber publications.

For more than 20 years, thousands of new and perspective residents have relied upon the Chamber's *Relocation Guide* as their comprehensive resource for accessing the information and services they need to successfully acclimate to Southern Nevada. The Guide is an ideal way to marketing your company to new residents and drive new customers to your business. The Chamber's *Buyer's Guide and Membership Directory* is distributed to the entire Chamber membership and is an effective way to create business-to-business relationships.

The licensing and publishing agreements between the Las Vegas Chamber of Commerce and Las Vegas Publications and its affiliates, including Relocation Resources, have been terminated.

If you are a current advertiser or if you are interested in learning more about the valuable advertising options you can access through these publications, please contact Peggy Franzino, director of sales at the Chamber, at [pfranzino@lvchamber.com](mailto:pfranzino@lvchamber.com) or call her at 702.586.3847.

### Business Education Series (BES) call for speakers

The Las Vegas Chamber of Commerce is holding an open call for professional speakers, trainers and facilitators for the Chamber's 2010 12th Annual Business Education Series (BES). BES is a collection of interactive, learning opportunities designed to assist business owners, managers and executives navigate the dynamics that lead to success in the world of commerce. Attendees of BES learn the answers to questions most often asked by small business owners and entrepreneurs.

Although the purpose of this call for speakers is to select quality speakers for the BES, outstanding presenters may be asked to present at other Chamber events. Presentations are sought that provide practical and useful information to an audience representing a broad range of industries, including sales, public relations, customer service, social media, time management, networking, change management, marketing, advertising, human resources, technology and finance.

Deadline for applications is **Friday, June 12, 2009**. Visit [www.lvchamber.com](http://www.lvchamber.com) and download the Call for Speakers Application. For additional information, call 702.641.5822.

### Applications for the prestigious Leadership Las Vegas program due June 5

Applications for the Leadership Las Vegas Class of 2010 are now available! Leadership Las Vegas is an intensive, comprehensive 10-month program created to strengthen

*continued on page 26*

## Claudine Williams: 1921-2009



Claudine Williams, 88, a Las Vegas icon and the second female president of the Las Vegas Chamber of Commerce, died in mid-May following an extended illness. Her career-long support of the Chamber and her contributions to shaping the Southern Nevada business community will long be remembered.

Williams came to Las Vegas in the mid 1960s with her husband Shelby. The duo operated the Silver Slipper, which they later sold to Howard Hughes. Proceeds were used to establish the Holiday Inn-Holiday Casino on the Las Vegas Strip. Williams continued to run the property even after her husband's death in the late 70s, another ground-breaking role for a woman in the gaming industry. Even after selling the property to Harrah's Las Vegas in the 1980s, Williams retained her title of Chairman.

In addition to her significant accomplishments in the gaming arena, Williams went on to become board chair of the American Bank of Commerce and served on the board of the directors of the Las Vegas Convention and Visitors Authority. She was also known as a generous philanthropist. While numerous local charities were the beneficiaries of generous contributions, Williams was a significant patron of University of Nevada Las Vegas (UNLV).

"Claudine Williams was a remarkable leader who played a vital role in the development and prosperity of Southern Nevada's business community," says Chamber President & CEO Kara Kelley. "She was also a kind and generous individual who gave greatly of her time, her financial resources, and her wisdom. She will be greatly missed." ■



We're taking steps that will help  
shrink Nevada's carbon footprint.



That includes investing more in energy efficiency and conservation programs, as well as developing more renewable energy resources here in our state, like solar, wind and geothermal. Because Nevada needs more than a power company. We need a vision for our energy future. For further steps we can all take, go to [NVEnergy.com](http://NVEnergy.com).



## Leadership Las Vegas Class of 2009 - Creating future community leaders

**A**s the Leadership Las Vegas Class of 2009 prepares to celebrate its graduation, it takes a look back at the experiences that have defined the class during the past 10 months.

As part of its traditional fall "Gateway" opening program, this year's 44 classmates had the opportunity to provide input on the specifics of what would be covered in each

of its session days. Following is a brief recap of the wide range of informative and eye-opening experiences of the LLV class of 2009.

"History Day" was held at the Springs Preserve. The day was devoted

to gaining a deeper understanding of Nevada's early beginnings. A mixer following the event attracted more than 114 past LLV graduates.

"Community Safety Net" was conducted the following month at Nevada Partners. The day included exercises such as the "privilege walk," designed to raise awareness of socio-economic differences in the Valley.

"My Leadership experience has been amazing," says

Brian Connett, Deputy Director of Industries, Nevada Department of Corrections. "Through the class tours, homework and assignments, I have formed new friendships and acquaintances with classmates I know will continue long after our session ends. We were exposed to all facets of Las Vegas life and industry sectors." Adds Connett, "All of the guest speakers were respected leaders in their fields and shared their knowledge and experiences of Las Vegas."

"Education" was divided between Rancho High School and the Andre Agassi College Preparatory Academy. Participants got a first-hand look at the inner workings of Southern Nevada's public and magnet schools.

"Having the opportunity to interact with a diverse group of leaders gives you insight into experiences and situations that you never would have had in your own career," says Chris Fleming, Public Sector Area Manager, Sprint. "And that helps you grow and develop as a leader."

"Business" was held at Switch Communication, with class members having the opportunity to meet with various insiders from a wide range of industries.

"Leadership Las Vegas was an invaluable experience," says Michelle DiTondo, Vice President of Human Resources, Mandalay Bay Resort & Casino. "The most rewarding aspect of the program was getting to know business leaders in the community on a personal level. Unlike other professional organizations, our Leadership Las Vegas experiences lead to long-lasting friendships."

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Leadership Las Vegas Class of 2009

## Chamber Night at Spring Mountain Ranch - Network and enjoy a family-friendly event

Mark your calendar for July 21 and plan to attend an evening under the stars at the beautiful Spring Mountain Ranch State Park. This year's stage performance of West Side Story is sure to be a fast-selling event that's fun for the whole family!

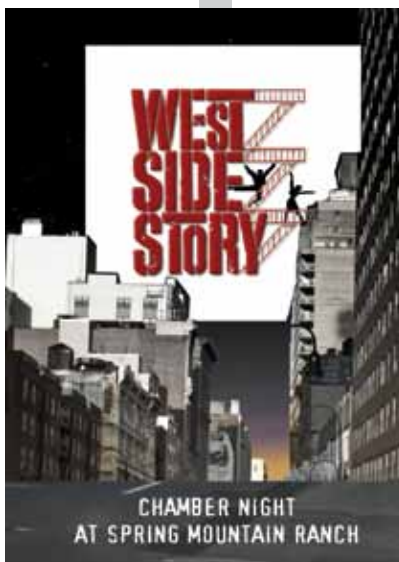
### About West Side Story:

The world's greatest love story takes to the streets in this landmark Broadway musical, based on Shakespeare's Romeo & Juliet. Two idealistic young lovers find themselves caught between warring street gangs. Their struggle to survive in a world of hate, violence and prejudice is one of

the most heart-wrenching musical dramas of our time.

Chamber Night is one of the most popular networking events of the year. Bring family, friends, clients and customers and enjoy! Spring Mountain Ranch State Park is accessible by going west on Charleston Boulevard, five miles past the Red Rock Canyon Visitor's Center. Gates open at 6:00 p.m. Guests are invited to bring picnic baskets and blankets. Prizes will be awarded for the "Best Picnic Spread" and raffle tickets will be sold for fun prize giveaways.

Hosted by the Chamber Prospectors, sponsorships for this event are still available. For ticket information, visit [www.lvchamber.com](http://www.lvchamber.com). ■



**EXHIBIT BOOTHS STILL AVAILABLE!**

EXPLORE  
POSSIBILITIES

# BUSINESS EXPO

**Find new customers • Discover new suppliers • Uncover business-to-business opportunities**

Join City of Las Vegas Mayor Oscar Goodman for the 20th Annual Business Expo Official Kick Off.

Enjoy food & beverage samples from more than 20 local vendors while you visit 200 exhibitors and network with 2,000 attendees. **Complimentary admission for Las Vegas Chamber members and their guests with a business card.**

Wireless service for exhibitors provided by Smart City

## Wednesday, June 24

Las Vegas Convention Center, South Hall  
Noon - 6:00 p.m.

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## Communicate with strength: Key words that undermine your effectiveness

### Business Education Series

**Date:** Wednesday, June 10  
**Time:** 7:00 - 7:30 a.m. Registration, networking & continental breakfast  
 7:30 - 9:00 a.m. Program

**Location:** EMBARQ® Conference Center at the Las Vegas Chamber of Commerce  
 6671 Las Vegas Blvd. South, Ste. 300

**Speaker:** Karen Purves

**Program:** "Communication with Strength: Key Words That Undermine Your Effectiveness"

**Details:** Cost is \$35 for Chamber members, \$50 for non-members, \$55 for all walk-ins. Any reservation made the week of an event will be subject to a \$5 surcharge.

Sponsored by Office Depot.



Karen Purves

**A**re you unintentionally turning away new business and revenue? Do you have unresponsive or difficult coworkers? Are people holding up the information you need to do your job? Simply changing some of the words you use can improve your success with others.

International speaker and communications expert Karen Purves will be the featured speaker at the Chamber's June 10 Business Education Series (BES) program:

"Communicate with Strength: Key Words that Undermine Your Effectiveness." According to Purves, your choice of words has the power to enhance relationships, open lines of communication, improve your credibility and convey integrity – or do just the opposite! Purves will discuss key words to remove or reduce in your vocabulary to help increase your influence with business associates, family, friends and yourself.

Purves is known as a highly energetic and engaging speaker. She works with companies and organizations throughout the U.S., Canada, Europe and Asia, providing participants with inspired confidence, useful materials and practical tools to implement immediately for success. Reserve your seat today!

BES is looking for speakers for its 2010 program, see page 4 or visit [www.lvchamber.com](http://www.lvchamber.com) for more details. ■

## A down economy is the best time to recruit

*By Doug Geinzer, Director of Online Classified Advertising, Recruiting Nevada/ Greenspun Interactive Business Expo chairman*

**I**t's easy to feel discouraged in a down economy. Times are challenging, but if you're one of the few businesses lucky enough to be recruiting during this time, you've got the premier advantage.

With current unemployment levels in Nevada over 10 percent (the highest they've been since the 1980s), the most talented individuals in the market are seeking employment. As an employer, you are now in control of the hiring process. It is, in essence, a "buyer's market" for employers.

### When unemployment levels are high, you'll find the best talent

With increased unemployment levels, the number of qualified candidates is also increased. Great companies, both national and local, have had to lay off some of their best talent. Now is the time for a growing company to make key hires. Employers are now able to be more selective in their hiring process, which makes for better candidates.

### Job seekers are making career changes

Many candidates have lost their jobs because their industry or line of work has suffered. This means they may be looking for a transition into a different field, or at a major career change. Professional sales organizations are always looking for driven and motivated individuals to complete the last part of the business plan. Good sales people that have been selling a product that has been impacted by the economy are looking to make a

change and may be perfect for a different sales position. Employers can capitalize on these candidates and recruit them during this time.

### How to find the best talent

When it comes to finding the best individuals to recruit in a down economy, there are a variety of resources available for employers. Online job postings are successful at matching a recruiter with potential candidates that hold the employers' desired qualifications. Perhaps job fairs are the best way to recruit during this time, as they allow the employer to meet with several job-seeking individuals face-to-face and take advantage of the time with each to decide on the "best fit" candidate. Finally, the traditional means for finding qualified individuals still applies and includes outlets such as the newspaper and advertising.

### Las Vegas Chamber of Commerce Career Center- Jobs in Vegas

As an employer, you'll discover how easy and affordable it is to put the power of the Las Vegas Chamber of Commerce Career Center to work for your company. With just a few clicks, your job listings will appear on the Las Vegas Chamber of Commerce Career Center Web site. Employers should encourage job seekers to visit the Las Vegas Chamber of Commerce Career Center to learn about the market and how they will find member jobs on the career center, which is powered by Recruiting Nevada. To visit the Career Center go to [www.lvchamber.com](http://www.lvchamber.com) and click Jobs in Vegas in Member Benefits. ■

# Uncertain times call for a **certain** bank.

## Searching for a place to keep your funds that can weather these uncertain times?

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**Las Vegas Chamber of Commerce** **NEW Chamber Advertising**  
Meet, Greet & Do Business

### C-Biz Email

The new C-Biz email is a monthly marketing vehicle to help you get your business noticed. C-Biz is an affordable advertising option that drives customers directly to your website.

Each logo is linked to your URL and allows you to customize your message.  
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<b>Specifications:</b> Max Height: 90 px Max Width: 200 px Format: gif, jpg, png or eps	<b>The Great Frame Up</b> BUILT TO LAST. FRAMING IS THE WAY.	<b>LUXOR</b> LAS VEGAS
<b>Anthem</b>	<b>COSTCO</b> BUSINESS DELIVERY	<b>BRAND</b> STEAKHOUSE
<b>GES</b>	<b>EMBARQ</b>	Contact Jackie Chambers at 702.586.3811 or via email at jchambers@lvchamber.com

Placement of logos is at the discretion of the Las Vegas Chamber of Commerce. The Las Vegas Chamber of Commerce is not responsible for resending or altering logos. Logos must be received 30 days prior to email deployment. Email will be sent within the third week of the month. The Las Vegas Chamber of Commerce reserves the right to change rules and format at anytime.

## New "C-Biz" advertising package instantly links you to potential customers

If we told you you could reach more than 6,500 potential customers with the click of a button, would you be interested?

The Las Vegas Chamber of Commerce has developed a member-exclusive, cost-effective, innovative new advertising product designed to connect businesses to customers with the click of a mouse.

Our new "C-Biz" electronic advertising product is an informational e-mail sent to all members of the Las Vegas Chamber of Commerce, inviting them to take advantage of special offers, deals

and promotions offered by fellow Chamber members. When you purchase a C-Biz package, your logo appears on the e-mail with a direct link to your Web site or designated URL.

"E-mails generated by the Chamber have a very high 'open rate,'" says Chamber Media Sales Manager Jackie Chambers. "Members who purchase a package can offer any type of promotion they want, and they can change it out from month to month. This is a highly effective way to generate business-to-business sales opportunities."

The C-Biz Chamber E-mail Blast is simple to use. There are no lists to buy, no postage to purchase and no hassle of printing an advertisement. Advertising in the new C-Biz is open only to Las Vegas Chamber of Commerce members. Packages of three, six and 12-month increments are available, starting from only \$279.00. For more information, call Advertising Sales Manager Jackie Chambers at 702.586.3811 or e-mail [jchambers@lvchamber.com](mailto:jchambers@lvchamber.com). ■

## Circle of Excellence & Patron Awards recognize member contributions

Do you know an exceptional company or business leader deserving of a little recognition for their contributions to the Chamber?



The Las Vegas Chamber of Commerce hosts two ongoing recognition programs to honor exceptional members and their commitment to the business community. The Chamber's Circle of Excellence recognizes individuals, and the Patron Award salutes companies. Since its inception in 1992, the awards

program has recognized 147 business professionals and 18 companies.

Both Chamber members and Chamber staff can nominate members in good standing (for the past three years) for both awards. Nominations can be submitted by fax or e-mail. Nominators are urged to detail their nominees' commitment to the business community and their support of the Chamber. All award winners are sent a letter of notification and are introduced at member luncheons. They are also invited to attend other Chamber events during their month of recognition, compliments of the Chamber.

For more information on the Chamber's Circle of Excellence and Patron Awards programs, contact Susan Sheridan, Member Services Project Coordinator, at 702.586.3835 or e-mail [ssheridan@lvchamber.com](mailto:ssheridan@lvchamber.com). ■

Business Education Series 2010:  
**Call for Speakers**  
**Deadline June 12**

The Las Vegas Chamber of Commerce is seeking professional speakers for the 2010 Business Education Series (BES).

BES is a collection of interactive learning seminars that present practical strategies to business owners to help them survive and succeed in challenging economic times.

Suggested topics include, but are not limited to:

- Sales
- Public Relations
- Customer Service
- Time Management
- Networking
- Change Management
- Marketing
- Advertising
- Human Resources
- Technology
- Finance
- Social Media

The deadline for submissions is **Friday, June 12**.  
To learn about BES visit [www.lvchamber.com](http://www.lvchamber.com) and click on Chamber Programs.

Contact Emily Hayes at 702.641.5822  
or [ehayes@lvchamber.com](mailto:ehayes@lvchamber.com).

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## Help employees save money with green commuting options

It's a constant balancing act for every business owner: increasing employee morale, enhancing corporate image and adopting green business practices, all while keeping profits up. In today's economic environment, it may seem that something has to give, but innovative thinking about affordable investments in employee benefits may help to

practically nothing, the payoff can be substantial for employees. Take that \$150 it takes to drive to work alone, compare it to a \$55 monthly transit pass, and you'll see savings of more than \$1,100 a year. Take that \$150, split the cost with a carpool partner, and you'll see \$900 in savings. By providing employees with the means to experience savings

like these, you're giving them added benefits at no extra cost to you.

Partnerships with Club Ride also allow employers to offer discounted transit passes to employees through the EZ Rider Transit Pass Program,

which can give commuters up to 15 percent off the price of a pass. Ridematching services for finding carpools, guaranteed rides home in times of need, and financial incentives, are additional benefits partners can offer employees at no cost. Every month the Club Ride Rewards program even gives gift cards and other prizes to commuters who use commute alternatives, an incentive offered only to employees of Club Ride partners. Taking advantage of the RTC's program pays off for employees, while also reflecting well on participating businesses.

### Building a Better Business

Productive employees make for a thriving business. When workers don't have to sit in traffic wasting gas, they arrive at work on time, less-stressed, and with more money in their pockets. Commute options programs have been proven to increase employee production, reduce absenteeism and help in recruiting and retaining the best employees. But the benefits don't end there.

Aside from the incentives offered by Club Ride, some employers offer preferential parking for carpools and vanpools and added incentives and recognition to employees who take advantage of alternative commute modes. Being able to offer employees such benefits can help to boost morale at the worksite, creating happier employees.

Commute options also provide added tax benefits for businesses. By subsidizing employees' transit costs or letting employees pay for transit via pre-tax benefits, employers can reduce payroll taxes and boost their bottom lines.

### Greening Your Business

Working toward sustainable practices is part of almost every business plan today. Though some projects may cost millions of dollars and take years to implement, commute options programs offer immediate results at very low costs.

*continued on page 28*



achieve all of these goals and more.

"What kind of employee benefits could achieve all that?" you might ask. Consider this: in Southern Nevada, it costs nearly \$7.50 to make an 11-mile commute alone by car, which means average drivers spend about \$150 a month or more just getting to and from work. Additionally, every mile those employees drive releases a pound of pollution into the air and increases congestion on our roadways.

Offering employees alternative, sustainable ways to get to and from work can help relieve the cost of commuting and reduce traffic congestion and air pollution. It can cost a company little to nothing to establish a commute options program, allowing a small investment to go a long way, financially and environmentally.

### Establishing Commuting Options Programs

In Southern Nevada, the Regional Transportation Commission (RTC) has developed the Club Ride Commuter Services program, a cost-free initiative to help employers offer the benefits of commute options at worksites. Club Ride currently works with about 200 employers throughout the Las Vegas area and has made it easy for hospitals, call centers, law firms, government agencies, hotels, casinos and workers in almost every industry to help employees carpool, vanpool, ride transit, walk or bicycle to work.

Every employer partner of Club Ride has a dedicated Club Ride outreach coordinator who provides free, one-on-one assistance to design and implement customized commute options and air quality improvement programs. Partners receive marketing materials, training, ongoing support, and worksite event assistance and more – all at no cost.

### Helping Employees Save

While commute options programs cost an employer

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of Commerce

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Jackie Chambers at 702.586.3811 or e-mail  
[jchambers@lvchamber.com](mailto:jchambers@lvchamber.com) for more information.

K000030

## Need a space? We have the place!



Spacious and state-of-the-art meeting spaces for any size business are available at the Las Vegas Chamber of Commerce EMBARQ® Conference Center.

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Hourly, weekend and extended hour rates available upon request.

Contact Business Services at 702.641.5822



**Las Vegas** Chamber  
of Commerce

## Consider the many benefits of hiring new grads

By Tony Robertson

**Y**ou're looking at two résumés. One prospect has a high school education, and has been in the field for a few years. The other just graduated college.

There's an obvious benefit to hiring experienced help. They've been around a while, already seen the bizarre stuff that crops up, no matter the field. But what about the other résumé from the guy who just graduated, and is looking to start a career? His only experience is as a mail clerk for a company that has nothing to do with

your line of work. All he's ever done is sell stamps and count inventory. Is giving him a shot really worth dealing with the hassle of his inexperience? It sure is.



Chief among the reasons to hire this fledgling is that he has something to prove - not just to you, but to himself. This candidate just spent loads of time and resources pursuing a piece of paper saying he is qualified in one specialized area, and he's dying to validate that choice by putting those skills to work. Even if this candidate's area of focus isn't an exact match for your field, consider this: colleges require students to take a broad base of classes as part of their core curriculum. These classes build a strong foundation of skills. English classes enhance communication skills and math courses teach enough to build a budget or track revenue. Basic computer classes are always required, often covering business-friendly skills like Word and Excel. Many colleges also require at least

one semester of "linear reasoning," or "critical thinking" instruction. The ability to reason out a problem, to handle it coolly and logically, is a valuable, and hard-to-find skill.

The idea of company loyalty seems to be a relic of generations past, though today's economy is the perfect nursery to re-grow such a notion. How many students graduated in the past year, and are chomping at the bit to start the next phase of their lives? On May 9 of this year, 2,500 plus students graduated from UNLV alone. They're out there, eager to show off the skills they've been cultivating for the past four or five years. They're also well informed, aware of the country's economic state, and they understand our growing rate of unemployment. If throwing them a lifeline in this proverbial economic tempest doesn't inspire loyalty, nothing will.

Then there's that beautiful bottom-line aspect: cheap labor. Your prospect is used to living in a dorm, and surviving on pizza crusts and warm Coke. A job that provides some actual spending money and doesn't require endless nights of homework looks like a fairy-tale. Eventually, your new hire will grow, mature and ask for raises, but for the early part of his or her career, you'll get the deal of the century with regard to cheap, yet skilled, labor.

There are qualified people knocking at your door right now, waiting for you to give them a chance. They haven't proven themselves in the field yet, but they're eager to do so. It's a new day. It's time for some new blood in your company. Next time you're torn between the kid who's fresh out of school and the grizzled vet, consider the grad. You might have a little extra training to do, but it'll pay off in the long run. ■

## New "Fight Fraud Taskforce": Don't be a victim

**T**here's a fraud to be found around every corner. The Nevada Department of Business & Industry has created a new "Fight Fraud Taskforce" to keep citizens and business owners apprised of the latest scams and fraudulent activities via its Web site, [www.FightFraud.nv.gov](http://www.FightFraud.nv.gov).

"Businesses are targeted by con artists as much as consumers," explains Elisabeth Shurtleff, Public Information Officer for the Nevada Department of Business and Industry and chairperson of the Fight Fraud Taskforce. "That's why we created a Small Business Fraud section on the Fight Fraud Web site, specifically to address those scams impacting the business community. The Taskforce was created as a clearinghouse, a means of exchanging information so that we could make the public aware of what scams were affecting their neighborhoods."

This statewide taskforce includes members from the Las Vegas Metropolitan Police Department and other local law enforcement agencies, DMV, I.R.S., the Attorney General's Bureau of Consumer Protection, the Nevada Consumer Affairs Division, FTC, the Treasury Department, the PUC, the Department of Justice, U.S.P.S., and experts from the private sector. The Web site provides:

- Fraud alerts
- Downloadable complaint forms
- Contact information for various agencies that handle fraud reports

"*FightFraud.nv.gov* teaches Nevadans to identify the warning signs of a scam and reduce the chance of losing their hard-earned money," says Shurtleff. "It also gives them the tools for recourse."

For more information, visit [www.FightFraud.nv.gov](http://www.FightFraud.nv.gov). ■

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## From my desk... *continued from page 3*

solutions - exploring all opportunities - Expo participants will most definitely gain a leg up on their competitors.

GES, our show partner is available to help you make the most of your tradeshow experience. Whether Business Expo 2009 is your first show or you are a Business Expo veteran, this year's new location and features are sure to make this year's event more valuable.

When budgets are tight, as they most certainly are today, there's often a knee-jerk reaction to pull back on expenses like marketing, advertising and promotion. Nothing could be more dangerous for your business' health and prosperity. Exhibit at Expo; attract new customers; reconnect with existing clients; and be part of the action that will lead to Las Vegas' economic recovery. I look forward to seeing you June 24!

Visit [www.lvchamber.com/expo](http://www.lvchamber.com/expo) for more information and to download your registration form today. ■

Chamber Voices Toastmasters  
**Become the speaker and leader you want to be!**



Conquer fears. Express ideas. Succeed with Chamber Voices Toastmasters. The Chamber offers its members a public speaking club to help them hone and develop presentation skills. This professional development program is held every two weeks and is perfect for Chamber members looking to improve their speaking abilities. No RSVP is required. Guests may attend at no charge.

Monthly on the  
**2<sup>nd</sup> & 4<sup>th</sup> Wednesdays**  
10:45 a.m. - Noon  
Las Vegas Chamber of Commerce Conference Center

Club dues are \$45 every six months  
For more information regarding Chamber Voices Toastmaster Club visit us online at [www.lvchamber.com](http://www.lvchamber.com).



# June Chamber Events

8

## Vegas Young Professionals (VYP) Toastmasters

**When:** Monday, June 8  
**Time:** 5:30 - 6:00 p.m. Check-in & networking  
6:00 - 7:00 p.m. Meeting  
**Location:** The Platinum Hotel, 211 E. Flamingo Rd.  
**Details:** Exceptional communication skills are vital to success in the business world. VYP has created a Toastmasters group for its members to aid in the development of speaking, presentation and leadership skills. Open and free to all VYP members and guests. Email [vyp@lvchamber.com](mailto:vyp@lvchamber.com) if you plan to attend. RSVP is appreciated.



Hosted by:



11

## President's Club and Board of Advisors Mixer

**When:** Thursday, June 11  
**Time:** 5:00 - 7:00 p.m.  
**Location:** Eleven Spa Las Vegas, 6623 Las Vegas Blvd. South at Town Square.  
**Details:** Get an inside look at one of the valley's newest "ultra-glam" spas. This sophisticated and upscale spa features a bar, old Hollywood movies in the lobby, and a Beverly Hills-inspired "relaxation room." This event is open exclusively to President's Club and Board of Advisors - Chamber members only. RSVP is appreciated.

Hosted by:



12

## Chamber Voices Toastmasters "Be a Better Speaker" Series

**When:** Friday, June 12  
**Time:** 8:00 - 8:30 a.m. Check-in  
8:30 - 11:30 a.m. Program  
**Location:** Executive Conference Room at the Las Vegas Chamber of Commerce  
6671 Las Vegas Blvd. South, Ste. 300 at Town Square  
**Details:** Toastmasters presents the "Be a Better Speaker" series, designed to help you take your leadership and communication skills to the next level. Chamber members pay \$50 per single session or \$200 for the five-part series; cost for non-members is \$65 per single session or \$275 for the series.

10

## Business Education Series (BES)

"Communicate With Strength: Key Words That Undermine Your Effectiveness"

**When:** Wednesday, June 10  
**Time:** 7:00 - 7:30 a.m. Registration, networking & continental breakfast  
7:30 - 9:00 a.m. Program  
**Location:** EMBAHQ® Conference Center at the Las Vegas Chamber of Commerce  
6671 Las Vegas Blvd. South, Ste. 300 at Town Square  
**Program:** "Communicate With Strength: Key Words That Undermine Your Effectiveness"  
**Speaker:** Karen Purves  
**Details:** According to international speaker and communications expert Karen Purves, your choice of words has the power to enhance relationships, open lines of communication, improve your credibility and convey integrity – or do just the opposite. Cost is \$35 for Chamber members, \$50 for non-members, \$55 for all walk-ins. Any reservation made the week of an event is subject to a \$5 surcharge. Sponsored by Office Depot.

Sponsored by:



16

## Business Survival Workshop

**When:** Tuesday, June 16  
**Time:** 8:00 a.m. Check-in and networking  
8:30 - 10:00 a.m. Program  
**Location:** Executive Conference Room at the Las Vegas Chamber of Commerce  
6671 Las Vegas Blvd. South, Ste. 300 at Town Square  
**Speaker:** Ericka Morales and John Mierzwa, CALA Academy  
**Details:** Let diversity create more business for you. Don't let it create more work for you. Take advantage of the opportunities our melting-pot city presents: improve your cultural awareness and improve your bottom line. Ericka Morales and John Mierzwa of CALA Academy present an eye-opening look at effective ways to improve relationships and results in a culturally-diverse business world. Complimentary for Chamber members, \$35 for non-members.

Hosted by:



10

## Chamber Voices Toastmasters

**When:** Wednesday, June 10  
**Time:** 10:30 - 10:45 a.m. Check-in & networking  
10:45 a.m. - 1:00 p.m. Program  
**Location:** EMBAHQ® Conference Center at the Las Vegas Chamber of Commerce  
6671 Las Vegas Blvd. South, Ste. 300 at Town Square  
**Details:** Looking for a way to improve your communication skills in both your personal and professional life? Membership in Toastmasters is just \$45 every six months. There is no charge for guests.



17

## New Member Breakfast

**When:** Wednesday, June 17  
**Time:** 7:00 - 7:30 a.m. Registration & networking  
7:30 - 9:00 a.m. Program  
**Location:** Ricardo's Mexican Restaurant  
4930 W. Flamingo Rd.  
**Details:** Learn more about how to make the most of your Chamber membership by attending a New Member Breakfast. This complimentary event, hosted by the Chamber Prospectors, is by invitation only.

Hosted by:



Sponsored by:



Audio visual provided by



11

## Vegas Young Professionals (VYP) 5 Minute Networking

**When:** Thursday, June 11  
**Time:** 6:00 - 6:30 p.m. Registration & networking  
6:30 - 7:30 p.m. Program  
7:30 - 8:00 p.m. Open networking  
**Location:** Hampton Inn & Suites, McCarran Airport, 6575 S. Eastern Ave.  
**Details:** This event features speed-networking at its finest. Cut back on unnecessary small talk and meet valuable business contacts. 5 Minute Networking is the most efficient way to network, and you don't want to miss out! Open exclusively to VYP members. Cost for this event is \$30 for prepaid VYP members and \$45 for walk-ins. Register online at [www.vegasyp.com](http://www.vegasyp.com).

Hosted by:



18

## TBAN June Luncheon - NEW DAY!

**When:** Thursday, June 18  
**Time:** 11:45 a.m. Registration & networking  
Noon - 1:20 p.m. Lunch & program  
**Location:** Four Seasons Hotel, 3960 Las Vegas South  
**Details:** Katherine Holland, IBM's Senior State Executive for Nevada, will speak about how IBM is helping build more efficient and more environmentally friendly systems for managing commuter traffic, food distribution health care IT systems, electric grids and waterways. Cost is \$35 for prepaid reservations and \$45 for walk-ins. RSVP by calling 702.586.8689 or visit [www.tban.us](http://www.tban.us).



#### RSVP Policy

The Chamber has an RSVP policy that encourages early registration for popular programs, and allows our event partners adequate time to prepare for functions. Any reservation made the week of an event will now be subject to a \$5 surcharge. If you have any questions or concerns regarding this policy, please call 702.641.5822

## Leadership Las Vegas Class of 2009 Graduation Ceremony

When: Friday, June 19

Time: 6:00 - 7:00 p.m. Check-in & Cocktails  
7:00 - 9:00 p.m. Dinner & program

Location: Las Vegas Hilton, Pavilion 10 & 11  
3000 Paradise Rd.

Details: \$100.00 per person, \$1000.00 per table of ten  
Black Tie Optional. Advance reservation required by June 15,  
Online [www.lvchamber.com](http://www.lvchamber.com) or 702.641.5822. Payment  
required to secure reservation

Sponsored by:



## Vegas Young Professionals (VYP) Toastmasters

See June 8 for time and location details

## Chamber Voices Toastmasters

See June 10 for time and location details

## Las Vegas Chamber of Commerce Business Expo 2009

When: Wednesday, June 24

Time: Noon - 6:00 p.m.

Location: Las Vegas Convention Center, South Hall 1  
3150 Paradise Road

Details: The Las Vegas Chamber of Commerce annual Business Expo is a combination trade show and mixer, known for its high turn-out, exceptional networking opportunities, and for being a cost-effective marketing venue for Chamber members. There is no charge for entry; only your business card is required for admission.  
**Free parking in silver lots 2 & 3.**

Expo Partner: Sponsored by:



Bag sponsor:



## Vegas Young Professionals (VYP) Fusion Mixer

When: Thursday, June 25

Time: 6:00 - 8:00 p.m.

Location: Via Brasil Steakhouse

1225 S. Fort Apache Rd., Ste. 100

Details: Mix and mingle VYP-style while enjoying the best of Brazilian cuisine with complimentary appetizers at Via Brasil Steakhouse. The restaurant will have fantastic drink specials at the bar in a private space just for VYP members and guests. Cost is \$10 per VYP member and \$15 for non-members. Register online at [www.vegasymp.com](http://www.vegasymp.com) or call Joanna at 702.735.2196.

Hosted by:



## Chamber Voices Toastmasters

"Be a Better Speaker" Series (continuation of five-part series)

See June 12 for time and location details

## Las Vegas Chamber of Commerce Relocation Guide

Reach Thousands  
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Las  
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## President's Club



President's Club Member



President's Club Member



President's Club Member



## Spotlights

### **Stevenson Brooks** **President, Trainer & Coach** **Sandler Sales Institute**

Stevenson Brooks is president of the Sandler Sales Institute's Las Vegas franchise. He is a motivational speaker, sales and management trainer/coach, as well as a professional salesperson. Brooks bought the business in 2006 after studying the Sandler System for three years as the president of GarageTek of Las Vegas. His humorously passionate style and unique selling techniques educate and entertain professionals to greatly improve their performance. He is a featured speaker at many of Las Vegas' trade groups and networking events.

### **Curtis L. Myles III** **President** **Las Vegas Monorail**

A native Nevadan, Curtis Myles began his career in transportation in 1986 with a national shipping and cargo firm. In 1991, he began an 11-year career in aviation management with the Clark County Department of Aviation, including his final position as assistant director of aviation. Myles joined the Regional Transportation Commission of Southern Nevada in 2002 as deputy general manager. In July 2005 he accepted the position of president and CEO of the Las Vegas Monorail Company.

### **Jim Prather** **Executive Vice President** **KTNV-TV, Channel 13 Action News**

A graduate of Southern Illinois University-Carbondale, Jim Prather holds a Bachelor of Science degree in radio-television and political science and a Master of Arts degree in public affairs reporting from the University of Illinois-Springfield. Since July 2005, Prather has been the executive vice president, Television and Radio Operations of Journal Broadcast Group. In addition, Prather supervises the strategic planning, development and execution of news brands across the television group. Prather is past secretary/treasurer of the NBC Affiliate Board.

### **Kenneth Smith** **Principal** **Glen, Smith & Glen Development**

As a principal of Glen, Smith & Glen Development (GSG), a Las Vegas-based firm specializing in innovative design and environmental conscious residential and commercial projects, Kenneth Smith is responsible for managing business opportunities and overseeing the company's general growth. Under Smith's direction, GSG has dedicated a great deal to instituting green building and cultural arts principles in its developments, aware that the projects it builds now will make a lasting impact on Las Vegas residents for years to come.

## Board of Advisors Spotlights



### **Jean Adams** **Managing Partner** **Kelleher & Associates, LLC**

Kelleher & Associates is recognized as the most successful and reputable matchmaking company in the country. It facilitates discreet introductions for accomplished, attractive, selective men and women seeking their ideal partner. With many years of experience and knowledge of human relationships and a healthy dose of intuition, Jean Marie Adams, managing partner of Kelleher Las Vegas, takes the straightforward approach of listening and asking questions to get to the heart of the person in order to help them find the perfect match.



### **Tom DeFloria** **Vice President of Enterprise Sales** **Info USA**

Tom DeFloria is the vice president of enterprise sales for the western United States. DeFloria started Info USA Las Vegas in 2005, and has expanded operations to offices in Seattle, Los Angeles, Phoenix, and San Carlos. He is a native of Pittsburgh and completed his undergraduate degree in Business Administration at Westminster College in New Wilmington, PA. In 2005, he earned an MBA from the University of Phoenix in Henderson.



### **Elissa Denels, BS, RN, MS** **Founder** **Face Reality Inc.**

Elissa Denels founded Face Reality Inc., and Facereality.com in 1994. Facereality.com is a nucleus of information, resources and services focusing on infidelity and betrayal. Published author, former educator and psychiatric nurse Denels coaches countless individuals through the tangled web of infidelity and relationship issues. "Individuals are responsible for their actions regardless of roles and circumstances. Change your choices; change your consequences," states Denels. Denels believes it's everyone's right to recovery with respect and dignity, regardless of roles in love triangles.



### **James Duddleston** **President** **G. C. Wallace, Inc.**

A graduate of Texas A&M University with BS and ME degrees in civil engineering, James Duddleston joined G.C. Wallace Companies (GCW) in 1985 as vice president. In 1991, he was promoted to president and in 2004 absorbed the duties of CEO. Community involvement has been a longstanding tradition of GCW and also to Duddleston personally. He has served in leadership positions with the Southern Nevada Home Builders Association, American Council of Engineering Companies, Las Vegas Founders and the Las Vegas Area Council of the Boy Scouts of America.



### **Matt Engle** **Area Business Manager** **AAA Las Vegas**

Matt Engle has worked with AAA Las Vegas as an area manager since December of 2003. In this role, he is responsible for overseeing the Southern Nevada sales and service offices for AAA membership, insurance, and its travel agency. In 2004, Engle was awarded the "AAA Volunteer of the Year" for the states of Nevada and Utah for his continued involvement in the Las Vegas community. Engle has been in Las Vegas since 1977 and is a 1991 graduate of UNLV.

## Board of Advisors Spotlights Continued



**Robbie Graham**  
**President**  
**NTC Global Holding Group**

Robbie Graham is the president of NTC Global Holding Group. Graham was previously president of Nevada Title Company, where she managed the title and escrow departments. She is a member of the board of directors for Nevada Title and Westcor Land Title Insurance Company, and is an officer and director of Nevada Construction Services. Graham is on the Board of Trustees for the Las Vegas Chamber of Commerce, the College of Southern Nevada Foundation and the Nevada Development Authority.



**Daniel Phoenix, MA**  
**President**  
**Treasure Map International**

In 1995, Daniel Phoenix drew upon his MA in Counseling Psychology to found Treasure Map, through which he designs and leads interactive programs for team excellence, wellness and philanthropy. Treasure Map's Fortune 500 repeat clients include: Genentech, IBM, Intel, Oracle, and Sony Entertainment. Phoenix and his team specialize in creating unique experiences that fulfill multiple client objectives in each program, such as: Team Building for a Cause®, "Leadership & Wellness" programs, marketing and fundraising adventures and wedding/family team building adventures.



**John Guedry**  
**Executive Vice President**  
**City National Bank**

John Guedry is executive vice president and manager of City National Bank's Nevada region. Guedry has more than 20 years of financial experience in the financial services industry. Active in a number of civic and community endeavors, Guedry serves as a board member for Opportunity Village, Women's Development Center, and the Nevada Bankers Association, of which he is a past chairman. He is a graduate of University of Nevada, Las Vegas, with a Bachelor of Science degree in Business Management.



**Eric Springall**  
**President**  
**Orgill/Singer & Associates, Inc.**

Eric Springall served as vice president and managing partner for Orgill/Singer & Associates for six years before becoming the company's president and co-owner. Since its founding in 1986, Orgill/Singer has grown into one of the largest independent brokerages in the state.



**Stephan Kordt**  
**Structural Engineer**  
**Halcrow Yolles**

Stephan Kordt, a licensed structural engineer with more than 15 years of experience, and Frank Martinovic, also a licensed structural engineer, manage the Las Vegas office of Halcrow Yolles, an international engineering firm with projects located around the globe. Halcrow Yolles has demonstrated excellent leadership, design capability, and client focus through work on challenging projects such as CityCenter, World Market Center, the Venetian Resort Hotel Casino, Nevada Cancer Institute, and the Colosseum at Caesars Palace.



**Dominic Tedesco**  
**Executive Chef**  
**Dean's Place**

Originally from Indiana, Executive Chef Dominic Tedesco has run successful restaurants throughout the United States. His "Loaded Potato Pizza" was a winner on Emeril Live!'s potato recipe contest in 2007. He also won the 2001 International Traditional Pizza Contest sponsored by Pizza Today magazine and the Wisconsin Cheese Board, was the 2000 Best of the Midwest in Chicago for his seafood pizza and is a member of the U. S. Pizza Team. Recently, he won 5th Place in the World's Fastest Pizza Maker competition in Columbus, Ohio.



**Anthony A. Marnell, III**  
**Founder, Chairman & CEO**  
**M Resort Spa Casino**

M Resort, the newest Las Vegas resort destination, opened in March 2009. Born and raised in Las Vegas, Marnell is also the acting chairman of Saddle West Resort in Pahrump, CEO of the Colorado Belle and Edgewater Resorts in Laughlin and founder and chairman of TRIRIGA, Inc., a global leader in integrated workplace management systems. He is a board member of the Boys and Girls Club and actively supports numerous other children's charities as well as ADA accessibility.



**Josh Whellams**  
**Senior Vice President**  
**P.G.A. Golf Club Coyote Springs**

As senior vice president of corporate affairs for Wingfield Nevada Group, including PGA Golf Club Coyote Springs, Josh Whellams oversees golf development and related activities. During construction, Whellams was the owner's representative coordinating design and construction activities with Nicklaus Design and the general contractor. Before joining Wingfield Nevada Group, Whellams worked at the nationally acclaimed Shadow Creek Golf Club in Las Vegas as a golf professional and brings a wealth of golf operations knowledge to his current position.



**Peter O'Neill**  
**UnitedHealthcare, Vice-President Public & Community Relations Western Region**

Peter O'Neill is the senior vice president of public and community relations for UnitedHealthcare. O'Neill directs corporate communications, media relations, community relations and corporate social responsibility activities for the company's Nevada operations. He is a founding board member of the Las Vegas Fire and Rescue Foundation, a trustee of the CSN Foundation, a member of the Board of Trustees of Three Square and KNPR. O'Neill is a 2003 graduate of Leadership Las Vegas and the recipient of the 2004 Community Achievement Award in Communications.



**Thomas White**  
**Senior Vice President/CFO**  
**Las Vegas Athletic Clubs**

Las Vegas Athletic Clubs, under present ownership, has been in business in the Las Vegas marketplace for more than 18 years. Presently, the company has six locations in the valley: Central Las Vegas, East Flamingo, West Sahara, Green Valley, Northwest at Rainbow and the 95 and Southwest at Flamingo and the 215. Thomas White has been with the company since 1998. In addition to his Chamber involvement, White is a member of the Las Vegas Executives Association, the American Institute of CPAs and the Nevada Society of CPAs.



**Fallas Discount Stores** is proud to announce the grand opening of its newest location at 1822 E. Charleston Blvd. It provides factory discount prices on the newest fashions and designs for the entire family and home. 702.388.1053 [www.nationalstores.com](http://www.nationalstores.com)



**Save Your House** is excited to announce the grand opening of its Las Vegas office. Located at 6540 S. Pecos Road, Suite # 103, it offers exceptional service to all of its clients pertaining to foreclosure defense, predatory lending and loan modifications. 702. 366.1320



**Liberty Mutual** is proud to announce the opening of its new West Las Vegas office at 7229 W. Sahara Ave.; Suite 100, LV, NV 89117. Liberty Mutual offers auto, home and life insurance. 702.367.0541. [www.libertymutual.com](http://www.libertymutual.com)



**Casual To Elegant Events** offers an indoor/outdoor banquet facility with full-service catering, party and event planning for company parties, weddings, meetings and seminars, outdoor B-B-Q and more. John Squitieri 702.645.4406. [www.casualtoelegantevents.com](http://www.casualtoelegantevents.com)



**Singles Summit** is hosting "The World's Largest Singles Gathering" in Las Vegas. This event will showcase the various forms of entertainment Las Vegas has to offer. Join us at [www.singlesummitvegas.com](http://www.singlesummitvegas.com). and together let's rebuild the spirit of Las Vegas.



**First Christian Church** located at 101 S. Rancho, announces its new Montessori curriculum. Montessori Children's World of the First Christian Church offers a hands-on approach to learning for children up to kindergarten age. 702.384.1544 [www.fcclv.com](http://www.fcclv.com)



Style has arrived in Las Vegas with the grand opening of the **International Design House**. From just painting to the penthouse, relax and enjoy the creativity of IDH. 702.222.2345 Email: [designhouse@cox.net](mailto:designhouse@cox.net)



**Red Hot Events** is proud to celebrate its two-year anniversary. The company is located at 3111 S. Valley View # V-102 and specializes in event and wedding planning. Named "Top10 Wedding Planners" by Las Vegas Bride Magazine. 702.433.213 [www.redhotevents.net](http://www.redhotevents.net)



**Face Reality** proudly announces its new radio show "Infidelity Talk with EJ" hosted by Elissa Denels. It launched March 28 on News Radio 970am KNUU. The station is located at 1455 E. Tropicana Ave. Suite 550. The show is informational, bringing the drama of affairs to everyday conversation. 702.232.4195 [www.infidelitytalk.com](http://www.infidelitytalk.com)



**American Express** is proud to announce its grand re-opening. Conveniently located at the Fashion Show Mall, it offers a wide variety of services including foreign currency exchange, travelers cheques, gift cards and gift cheques as well as emergency card replacement. It looks forward to providing you world class service. 702.739.8474 [www.americanexpress.com](http://www.americanexpress.com).



**Cadillac Ranch** is a premier All American Bar & Grill. The best in dining and nightlife. Plasma TVs and dining on it's spacious patios. Located in Town Square across from Rave Theater. 702.294.7300. Open 11 a.m. -4 a.m. 7 days a week. [www.cadillacranchvegas.com](http://www.cadillacranchvegas.com)



**Merchant Credit Card Services** is pleased to announce the grand re-opening of its merchant services office located at 3777 Pecos-McLeod Suite 104, Las Vegas, NV 89121. Added to its services are Business Advance Cash and ATM sales. 702.731.6665 [www.businessadvancecash.com](http://www.businessadvancecash.com) or [www.ezvisamc.com](http://www.ezvisamc.com)

## May 12 Vegas Young Professionals Bigwig Lunch Time



Tony Hsieh, CEO of Zappos.com, spoke to Vegas Young Professionals.



VYP Chairman Jammie Hsu, Tony Hsieh and Kara Kelley.

## May 20 Membership Power Lunch

Billy Vassiliadis, CEO of R&R Partners, shared his insight into the successful marketing of Las Vegas.



Mark Munhall and Fafie Mooore present the Circle of Excellence Award to Joe Caldera.

More than 200 Chamber members networked at the May Membership Luncheon.



## Leadership Las Vegas

is dedicated to developing  
**leaders committed to**  
**improving the community**  
through service

**Applications for the Leadership Las Vegas Class of 2010 are now available!**  
**Deadline is Friday, June 5**

**Leadership Las Vegas** is an intensive, 10-month program devoted to strengthening and educating our community leaders. Leadership Las Vegas provides in-depth insights into a variety of issues impacting residents of Southern Nevada.

**Leadership Las Vegas** is an exclusive program accepting only 48 participants representing a diverse cross-section of the community to participate annually.



For more information log on to  
[www.lvchamber.com/programs/leadership](http://www.lvchamber.com/programs/leadership)



WHAT YOU **KNOW** IS JUST AS IMPORTANT AS **WHO YOU KNOW**

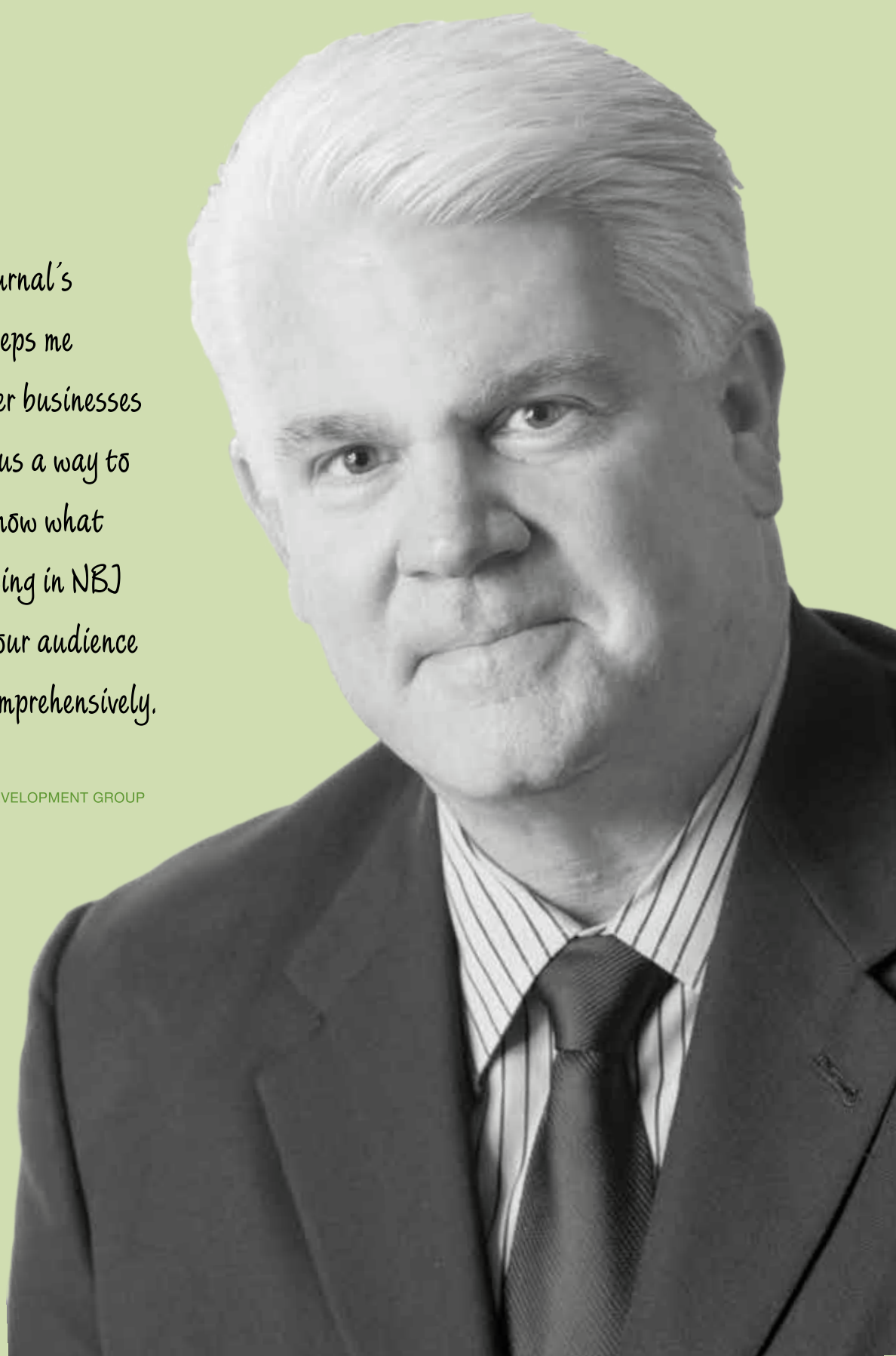
*Nevada Business Journal's in-depth coverage keeps me abreast of what other businesses are doing and offers us a way to let the community know what we're doing. Advertising in NBJ allows us to target our audience and tell our story comprehensively.*

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BUSINESS MAGAZINE



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**Innovative Network Solutions**  
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**d3 Design Studios**  
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**Dolphin Babies Swim School**  
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**Enterprise Appraisal**  
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**EyeClean Windows, Inc.**  
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**Fairfield PropertiesPalacio Apartments**  
Martin Estrada

**Family & Sport Physical Therapy**  
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Jeffrey Graham

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John M. Netzorg

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Keith McCoy

**JW Costello**  
Jamie Costello

**Kapit Bahay Filipino Fast Food**  
Jorge Sanciango

**Karate For Kids**  
Marci Brandon

**Kim's Pizzeria LLC.**  
Gabe Hogan

**Kung Fu Plaza**  
Allan Wong

**L & P Interiors, LLC**  
Terry George

**Law Office of William H. Jackson**  
William Jackson

**Localize Internet Marketing**  
Sean Galusha

**Mandarin Oriental Las Vegas**  
Rajesh Jhingon

**Marathon Staffing Group**  
Douglas Jones

**Marc Savard International**  
Marc Savard

**Marketing Consultants of Nevada**  
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**Pinnacle Engineering, LLC**  
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**Planet Beach Contempo Spa**  
Madison Young

**Prism Nightlife**  
Brad Binko

**Property Scout, Inc.**  
Raul Estrada

**Puffin**  
Sherree Acree  
Anthony Bosco

**Quality Impressions**  
Lou Oliver

**Quality Towing**  
Robert Seguna

**Raster Media**  
Michael Smith

**Red Agency**  
David Barth

**Right Inspections, LLC**  
Koz Alighchi

**Roberts Insurance Agency**  
Greg Roberts

**S & S Promotional Products**  
Stephen Melancon

**Saint Paul Stamps, Inc.**  
Terri Brittain

**Sierra Masonry, LLC**  
Jenna Coppedge

**Silver State Hydraulic Services**  
Dave Habibian

**The Sin City VIP**  
Michael Marcez

**Spring Water Pools**  
Jerald Pettyjohn

**St. Thomas Catholic Church**  
Peter Seebold

**Stanley Convergent Security Solutions, Inc.**  
Farrow Smith

**Subway**  
Ray Larsen

**SWEETours**  
Xiao Yuan

**TEKG Consulting**  
Garlyn Norris

**Trina Johnson Events**  
Trina Johnson

**Trucare Medical Center**  
Agatha AddoQuaye

**The UPS Store**  
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**Vegas Propane, Inc.**  
Jack Goslin

**Woodworker's Emporium Inc.**  
Christian Brisepepierre

**Worley Parsons Polestar**  
Jerel Nelson

# Congratulations!

What's the secret to long-term success in the Southern Nevada business community? Establishing long-term and personal relationships with other professionals. What's the most effective way to do that? Membership in the Las Vegas Chamber of Commerce.

Congratulations to the following companies celebrating membership anniversaries in **June 2009**.

## TWENTY+ YEARS

KLAS TV Channel 8 (54)

New York Life Insurance Company (45)

Gordon & Silver, Ltd. (42)

Gabriel Jewelers (33)

Passkey Systems (33)

Western Supply (31)

Prudential Americana Group Realtors-

Jack Woodcock (30)

Certified Folder Display Service, Inc. (27)

Las Vegas 51s (26)

Weight Watchers of Las Vegas, Inc. (25)

The Meadows School (23)

Sierra Health Services, Inc. (23)

Lucchesi, Galati Architects, Inc. (23)

Diversified Interest/Diversified Realty (21)

Thomas & Mack Co. (20)

Advanced Entertainment Services (20)

Greenberg Traurig (20)

Nevada Orthopedic & Spine Center (20)

Taco Bell (20)

## FIFTEEN YEARS

A-1 Rubber Stamp & Engraving, Inc.

Beckley Group, The

Partell Specialty Pharmacy

Royal Printing Co., Inc.

Tower Realty Group- Kellie Rubin

## TEN YEARS

Altenburg Studio

Applause Salon & Spa

Caster City, Inc.

Flamingo West (Age-Restricted

Gated Community)

Houldsworth, Russo & Company

Inline, Inc.

Las Vegas Interactive Games & Events

Molly Maid

Nevada Legal Forms-East

Quad State Professional

Steel Erectors

Resources Global Professionals

Spartan Machinery Corp.

Sunrise Garden's Mobile

Home Community

UPS Store #135

Urban Group

## FIVE YEARS

All Cellular

Bedsaul Team Realtors/Realty

Executives-Ginette Bedsaul

Desert Shores Community

Association

Elton Corporation

Euphoria Salon

Ferguson Bath & Kitchen Gallery

Forklift Safety Training Services, Inc

Hilton Garden Inn

Home & Garden Mall.com

HomeCasinoGames.com

Jennifer Mitchell Insurance

Kampgrounds of America-Las Vegas KOA

Leeming Construction Service

Metro Pizza Catering

One Stop Motors

Poppa's Entertainment, LLC

Skinvisible Pharmaceutical, Inc.

Sound Management

Strata Building Group LLC

Williams Development

Zappos.com



**WEST SIDE STORY**

**CHAMBER NIGHT  
AT SPRING MOUNTAIN RANCH**

Performance of *West Side Story* hosted by the  
Las Vegas Chamber of Commerce Prospectors

**Tuesday, July 21, 2009**

Spring Mountain Ranch State Park  
Gates open at 6:00 p.m. • Performance begins at dusk  
\$5 Tickets • Children under 10 are free • No parking fee after 5:00 p.m.  
702.641.5822 or [www.lvchamber.com](http://www.lvchamber.com)

Pack your picnic basket and head out to Spring Mountain Ranch for a fun-filled event. Prizes will be awarded for the best picnic spread and raffle tickets will be sold. The grand prize raffle will be a pair of round-trip tickets on Southwest Airlines.



Corporate sponsors (as of 5.26.09):

American Family Insurance • American Medical Response  
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EMBARQ • GES Exposition Services • HSBC Bank Nevada, N.A.  
MedicWest Ambulance • NV Energy • Realty Executives  
Shred-It Las Vegas • Ted Wiens Tire & Auto Centers • Wells Fargo Bank

Signature Sponsor:



HEALTH PLAN OF NEVADA  
A UnitedHealthcare Company



Graduation will be held at 6:00 p.m. on Friday, June 19 at the Las Vegas Hilton Hotel.



## Leadership Las Vegas... *continued from page 6*

"Criminal Justice" took place at the Regional Justice Center. Class members were provided with an overview of the Valley's criminal justice systems.

"The most valuable part of Leadership for me was the opportunity to meet and learn about so many people who truly care about this community and its future," says Kevin McMahon, Las Vegas Metropolitan Police Department. "It springs hope for our future."

Health" was held at St. Rose Dominican Hospital - San Martin Campus. The focus of the day included an overview of the valley's healthcare systems. "Gaming & Tourism" took place at Caesars Palace. Class members enjoyed "back of the house" tours, as well as special overnight rates.

"Leadership Las Vegas has been a wonderful experience," says Bridget Phillips, Director, School-Community Partnership Program. "As a lifelong Nevadan, I can't believe how much I have learned about Las Vegas."

Closing day of the LLV class of 2009 included discussion of the "Class Project," which involves soliciting funding to provide a full scholarship to a qualified applicant for the class of 2010.

The Las Vegas Chamber of Commerce Leadership program is about making lifelong professional and personal connections with a diverse cross section of people. The program gives participants an exclusive, in-depth look at how the city works and examines issues facing the community. ■

### Leadership Las Vegas Class of 2009

<b>Gordon Absher</b> MGM MIRAGE	<b>Jacque Haas</b> Nevada H.A.N.D., Inc.	<b>Erica L. Norris</b> Ayoub & Associates
<b>Meghan Audino McLean</b> Fair, Anderson, & Langerman	<b>Kenneth Heck</b> Wachovia Securities	<b>Timothy O'Reilly</b> O'Reilly Law Group, LLC
<b>Bridget Bilbray-Phillips</b> Clark County School District	<b>Sonya Jury</b> Gensler of Nevada	<b>Jennifer Ouellette</b> Applied Analysis
<b>Jim Briare</b> MGM MIRAGE	<b>William F. Kellogg, Jr.</b> Merrill Lynch	<b>Michael Parks</b> CB Richard Ellis
<b>Jacob D. Bundick</b> Ballard Spahr Andrews & Intersoll, LLP	<b>James Kohl</b> Howard & Howard	<b>Tina Prieto</b> Women's Development Center
<b>Ron Comings</b> KLAS-TV Channel 8	<b>Dawn LaBonté</b> Wells Fargo	<b>Brian Rice</b> Acuity Solutions
<b>Brian Connett</b> Nevada Department of Corrections	<b>Heinz Lauer</b> Le Cordon Bleu	<b>Cyndy Robbins</b> Vegas PBS
<b>Sheila Conway</b> Urban Environmental Research, LLC	<b>Susan Little</b> Susan Little & Company, LLC	<b>Allison Serafin</b> Teach For America - Las Vegas Valley
<b>David Cooper</b> Las Vegas Convention & Visitors Authority	<b>Laura Lopez Hobbs</b> Southwest Gas Corporation	<b>Linda Stinar</b> EMBARQ
<b>Rosemary D'Amato</b> Lucchesi Galati	<b>Frederic Luvisutto</b> The Signature - MGM Grand	<b>Kevin S. Taylor, MBA</b> KT Graphics LLC
<b>Michelle B. DiTondo</b> Mandalay Bay Resort & Casino	<b>Steve McCracken</b> Bank of America	<b>Vernon Taylor</b> NV Energy
<b>Christopher Fleming</b> Sprint Nextel	<b>Kevin McMahon</b> Las Vegas Metropolitan Police Department	<b>Lisa Windom</b> Diane von Furstenberg
<b>Donald Garritano</b> D&K Landscape, Inc.	<b>Veronica Meter</b> Las Vegas Chamber of Commerce	<b>Ryan Works</b> McDonald Carano Wilson LLP
<b>Jason Gray</b> Strategic Solutions	<b>Scott Miller</b> State Restaurant Equipment Company	<b>Ann E. Zimmerman</b> Las Vegas Justice Court
<b>Kathleen Gustafson</b> The Stirling Club	<b>Lynn Mosier</b> Donald W. Reynolds Foundation	

## Chamber

### News...continued from page 4

and educate community leaders while providing a unique look at the issues that impact Southern Nevada. This exclusive executive development program accepts only 48 participants each year. Program participants represent a diverse cross-section of the community, representing a wide range of professions.

#### What does the program cost?

- \$2,750 for designated members of the Las Vegas Chamber of Commerce
- \$3,500 for non-members

#### How do I apply?

Visit [www.lvchamber.com/programs/leadership](http://www.lvchamber.com/programs/leadership).

#### Online options make paying membership dues a snap

It's now easier than ever to pay your Chamber membership dues. Options include online payment, pre-payment or annual or month-by-month payment plans. For more information on creating a dues payment plan that fits the unique budget of your organization, log on to [www.lvchamber.com](http://www.lvchamber.com). ■

# **Your money Your life Your radio station**

**970<sup>AM</sup>**  
**KNUU LAS VEGAS**  
**BUSINESS & FINANCIAL TALK**

**News, Traffic & Weather throughout the day**

**Community shows on finance and lifestyle**

**plus Paul Harvey, Ray Lucia, Bruce Williams & Andy Vierra**

**Streaming on the web 24/7 [970KNUU.com](http://970KNUU.com)**

## **Mark your calendars! Complimentary for members!**

**The Las Vegas Chamber of Commerce  
and SCORE are offering several  
one-hour private business counseling  
sessions in June.**

**Tuesdays, June 2, 16, 23, 30  
at 9, 10 or 11 a.m.**

**Contact Member Services  
for more information  
at 702.641.5822.**

**Watch for additional sessions in July.**

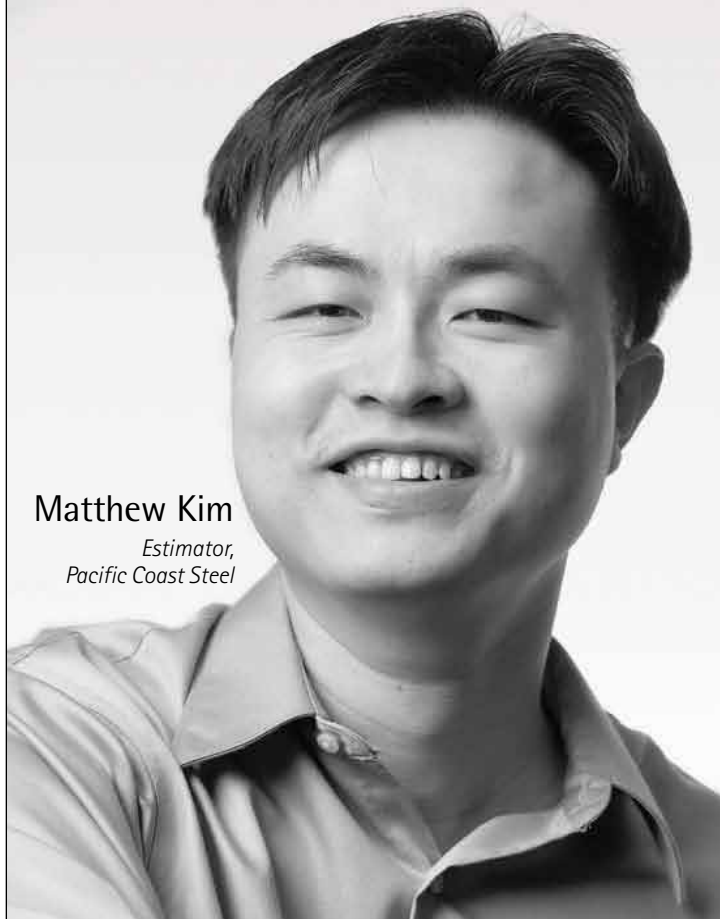
## **Crunches numbers. Gets the big picture.**

**KNPR listener.**

"I'm a KNPR junkie. Everywhere I go,  
I'll put it on. It's very smart radio.

It's how I start my day."

**NEWS 88.9<sup>KNPR</sup>** NEVADA PUBLIC RADIO  
**Your World of Information**



**Matthew Kim**

*Estimator,  
Pacific Coast Steel*

## Business Expo 2009... *continued from front page*

If you're planning to attend Expo simply to network, consider these valuable tips for making the most of your experience.

### Pre-Show Preparation

Do a little bit of advanced planning. Are there particular products or services you're been meaning to investigate? Expo is a great place to connect with other Chamber members who may have exactly what you're looking for.

### Working the Show

When you first arrive at Expo, you'll be given a handy tote bag to use for collecting literature and marketing materials, as well as fun promotional items many exhibitors give away to potential customers. The bag will also have a map of exhibitor locations so you can quickly locate the people and products you're looking for.

### Remember the "hello and go" rule

Business Expo is all about making connections and facilitating business-to-business commerce with other Chamber members. To ensure you make as many contacts as possible, prepare a quick introduction you can use as you meet others. Carry plenty of business cards and make notes on the cards of others if you plan to follow-up. By keeping interactions short and sweet you can maximize your networking time.

### Dress for Success

Full business dress is not a must for Expo – but comfortable walking shoes are! Chances are you'll be doing a lot of eating, drinking, shaking hands and collecting materials. Avoid bulky purses and briefcases and opt for comfortable yet professional/casual clothing with pockets for your necessities.

### Last-Minute Exhibitor Checklist:

- Make sure you have all elements of your exhibit booth prepared, including signage, banners, tabletop and other displays.
- Is your collateral ready? You won't want to run out of brochures, fliers or business cards mid-way through Expo!
- Do you have promotional give-aways to hand out at your booth? If you don't have logoed items (such as pens, notepads, coffee cups, etc.) consider handing out snacks or candies, or collect business cards for a prize give-away.
- Are the people staffing your booth properly prepared to interact with potential customers? Make sure all employees are "on the same page" in terms of the information they're distributing and the message they're delivering.
- Give your booth staffers a "pep talk," reminding them to be friendly and outgoing. Discourage staffers from making small talk with each other instead of giving their full attention to Expo attendees. Make sure breaks are scheduled so your booth is staffed at all times. ■

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## Green commuting options... *continued from page 12*

Because more than 85 percent of Las Vegas' air pollution comes from the tailpipes of cars, getting those cars off the roads is one of the most effective ways to clean the air. By promoting carpools, transit, walking or bicycling, businesses with commute options programs are helping to significantly reduce pollution in Southern Nevada. Commute options programs can even be used toward qualification for LEED Certification, and the employers that participate in the Club Ride program experience an enhanced corporate image for promoting sustainable commute modes.

No matter what your reasons may be – increasing employee morale, boosting bottom lines, enhancing corporate image

or greening your business – commute options programs are a smart choice for every employer. With the help of the RTC and Club Ride, these programs are affordable and offer a return unmatched for the price.

To join other Chamber Members that have partnered with Club Ride, like Bally's, Boyd Gaming, Caesars Palace, Embarq, Greenspun Media Group, Palms, Valley Hospital and many others, call Club Ride Commuter Services at s228-RIDE (7433) or visit [rtcsmv.com](http://rtcsmv.com). ■

Nomination forms are available at [www.lvchamber.com](http://www.lvchamber.com).  
Nomination deadline is June 17, 2009.



Celebrate small business  
excellence in  
Southern Nevada.

## Submit your nominations online Five categories to choose

- Small Business of the Year
- Innovative Business of the Year
- Green Business of the Year
- Non-Profit Business of the Year
- Entrepreneur of the Year

## The Annual BIZ E's Award Luncheon September 17, 2009

Rio All-Suite Hotel & Casino

Register today! Call 702.641.5822 for more information.

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Las Vegas Chamber  
of Commerce

The Las Vegas Chamber of Commerce is proud to provide members with a place to publish their current announcements. Please follow the submission guidelines outlined at the bottom of page 3 under "Helpful Hints" section. Submissions not following the guidelines may not be published. E-mail news items to [pr@lvchamber.com](mailto:pr@lvchamber.com) or fax to Public Relations at 702.735.0320.

### Do you want to get the most exposure for you next special event, or publicity about your grand opening or new product launch?

The Las Vegas Chamber of Commerce Public Relations Department can help you maximize your exposure by giving you a comprehensive list of media contacts. This list includes key contacts at all major Television, Radio and Print publications in Southern Nevada.

Chamber Members	\$69
Non - Members	\$99

Contact the Public Relations department at 702.641.5822 or email at [pr@lvchamber.com](mailto:pr@lvchamber.com)

## Coming Events

**LargestMixer.com** will host L.A.'s Largest Mixer XI, a collaboration of Southern California-area business organizations, Thursday, July 23 from 5:00 – 9:00 p.m. at the Shrine Auditorium Expo Center.

**The Nevada Contractors Association** is accepting fall semester applications for its David Papadopulo Memorial Scholarship. Junior and senior-level college students pursuing a construction-related career with a GPA of 2.5 or higher are encouraged to apply.

## Congratulations

Ray Jacobsen, senior project manager for **Burke & Associates**, became a "Certified Master" of the Design Build Process by the Design Build Institute of America.

**Crisci Builders** received a 2009 Spotlight Award in the "Interiors-Office Suite" category from the National Association of Industrial and Office Properties (NAIOP) of Southern Nevada for its work on Marnell Corporate Center.

Consumer's Checkbook, a nonprofit watchdog group that surveys doctors across the country, rated **St. Rose Dominican Hospitals – Siena Campus** as one of the best hospitals in America.

**GES** President & CEO Kevin Rabbitt was honored as Industry Executive of the Year by the UNLV Harrah Hotel College of Tourism & Convention Administration.

**Holland & Hart** was named "Law Firm of the Year" by the Las Vegas Chapter of the National Bar Association.

Attorneys Samuel S. Lionel and Jeffrey P. Zucker of **Lionel Sawyer & Collins** were honored by The Best Lawyers in America for 25 consecutive years on the Best Lawyers in America list.

Sylvia Young, CEO of **Sunrise Hospital and Sunrise Health System**, was named one of the "Top 25 Women in Healthcare" by Modern Healthcare magazine.

A team from the **University of Southern Nevada** College of Dental Medicine's MBA program was the winner in the graduate category of the Fifth Annual Donald W. Reynolds Governor's Cup, a business planning competition. The team was awarded the \$20,000 first place prize.

## Announcements

**ElevenSpa Vegas** announces that it will launch a new television show, "Meet at Eleven" to air locally on Fox. The 30-minute lifestyle talk show will feature high-profile celebrities and prominent socialites.

**Prism Nightlife** President Brad Binko and Vice President of Operations Jeff Martin announced the expansion of the company's VIP services and nightclub expertise into the Los Angeles/Hollywood Market.

**Palms Casino Resort** and **N9NE Group** unveiled Las Vegas' first solar-powered DJ booth at the Palms Pool & Bungalows. In addition, they also revealed the Regional Transportation Commission of Southern Nevada's first Grease Bus powered by used vegetable oil from N9NE Steakhouse.

## Community Service

**AID for AIDS of Nevada (AFAN)** announced that the 19th Annual AIDS Walk Las Vegas raised \$401,000 with more than 8,000 participants. Proceeds go towards assisting and educating 3,000 men, women and children infected with HIV and AIDS in Southern Nevada.

**City National Bank** launched a clothing drive to benefit Big Brothers Big Sisters of Southern Nevada. Clothing bins have been placed in all of City National's branches throughout Las Vegas.

**Community One Federal Credit Union** employees committed more than \$5,000 to the United Way of Southern Nevada during its annual fundraising campaign.

**Nevada Partnership for Homeless Youth** kicked off its new street outreach program, Feel Good Fridays, that will take place every fourth Friday of the month. Interested volunteers should call 383-1332.

**Sun West Bank** employees teamed up with students from Rex Bell Elementary School to educate them on the value and benefits of saving and spending wisely. Employees worked with approximately 100 students to help them learn responsible money management.

## On the Move

**Las Vegas Handyman** announces the appointments of Richard Hutchins, John Trombetti, and Tim Duso to the positions of senior craftsmen.

**Henderson Engineers, Inc.** Associate Jason Zoeller received his professional engineer's license in California. In addition, employees Dominic Pedotto and Jake Hamilton received LEED accreditation from the U.S. Green Building Council.

**Nevada State Bank** promoted several employees including Bernadine Boser to vice president, corporate lending; Curt Chambers to vice president and assistant regional manager; Bob Ferrante to vice president, small business development group; Sandi Milton to vice president, public relations and events manager; and Renato "Sonny" Vinuya to vice president.

**Stanley Convergent Security Solutions** announced that Farrow Smith has joined the firm as a security consultant for the Las Vegas area market.

**Vanguard Media Group** has appointed Suzanne Dunn as account manager for the firm.

## Miscellaneous

**Payroll Solutions Group** hired four new employees: Tracy Peters as district manager, Stephanie Hill as implementation specialist, Forteasha London as tax compliance coordinator and Amanda Webb as account clerk II.

## Projects and Deals

Soozi Jones Walker and Bobbi Miracle of **Commercial Executives** brokered a 24 month lease of office space valued at \$40,770, and a 60 month lease at Silvercreek Office Park valued at \$504,640.

**Crisci Builders** completed \$190,000 worth of tenant improvements for The Goyak Group at 6720 Via Austi Parkway, Ste. 400.

**Grubb & Ellis Las Vegas** brokered a five-year lease of retail space at Arroyo Grande Springs Center valued at \$228,211.20, and a five-year retail space lease at Lake Mead Shopping Center valued at \$125,919.24.

# “City National gives me personal attention”

In 1993, I started *Ear, Nose and Throat Consultants* in Las Vegas. Now we are a nine-partner practice. We bank with City National because we need a bank to work with us as our practice grows. And that’s how it is. I tell City National what I need, and they tell me with a very can-do attitude what they can get me.

I never thought personal banking could be “personal,” but it really is. I can get in touch with my banker on weekends or after hours – which is very helpful because a doctor’s workday isn’t always predictable. At City National, they’re helpful and flexible in meeting the needs of my practice and managing my personal finances.

City National is *The way up*® for me and my business.

**Walter Schroeder, M.D.**  
*Ear, Nose and Throat Specialist*

For a relationship you can trust, call Paul Workman at (702) 952-4440 or visit [cnb.com](http://cnb.com).



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**We Make it  
Easy to be  
Proactive  
about  
Your Health**

# Health & Wellness Fair



**Chamber Insurance  
& Benefits, LLC**

**Strength in numbers. Security of coverage.**

## **Free and Low-Cost Health Screenings for Las Vegas Chamber Members and Your Families**

Chamber Insurance & Benefits believes early detection of potential health issues is an important factor for your long-term wellness. Simple screening tests for high blood pressure, high cholesterol, prostate, and thyroid problems can make all the difference in the world. It's better to be proactive than reactive when it comes to your wellbeing and that of your family. Join us at the fair.

Cholesterol	\$5.00*	PSA (prostate for men)	\$10.00
Glucose	\$5.00*	Thyroid (T3, T4, TSH)	\$15.00
Blood Lipid Panels	\$30.00*		

\*These tests require a 10-12 hour fast (we recommend at least 8 hours for accuracy); participants can drink water only.

**Wednesday, August 5, 2009**  
**9:00 a.m. to 2:00 p.m.**

For more information and to RSVP, call:

**702.586.3887**

[www.chamberib.com](http://www.chamberib.com)

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**Las Vegas** Chamber  
of Commerce